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**EXTENSION
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review

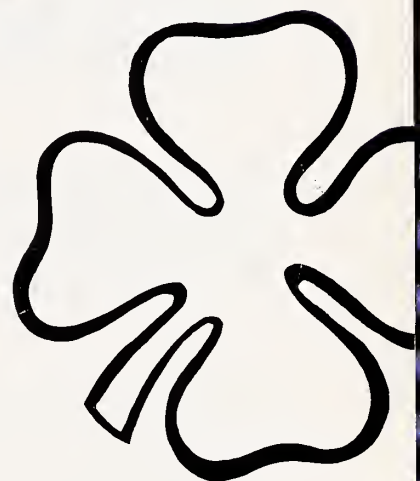
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September
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1977

**Freedom
To
Be...**



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4-H—Freedom to Be

When the Camas County, Idaho, community newspaper folded, 4-H'ers there started another one — discovering a lot about economics and community pride in the process.

On Detroit's East Side, former teen gang leaders are now 4-H leaders staffing some 25 mini-centers and reducing crime in the area dramatically.

In Monroe County, W.Va., 4-H'ers are learning their region's mountain heritage by building and using muzzle loading rifles from the 1800's.

4-H'ers in Florida, a state with a 1,500 mile shoreline, are exploring marine life at a special saltwater camp and through 11 special-interest packets designed for use in schools and community clubs.

From city and prairie to mountain and gulf, these are but a few of the many stories of 4-H, and its 5.8 million youth which illustrate the current theme — 4-H —Freedom To Be. —**Carl Goodman**

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Winning a battle for young minds

by
Tony Burkholder
Information Coordinator/4-H Youth
Michigan State University

Former Detroit youth gang members are now leaders—4-H leaders that is—and their neighborhood is seeing a positive change because of it.

"I never used to let more than two kids in my store at one time, it just wasn't safe. But these 4-H'ers are different — they can come in as big a group



as they want to," says one grocery store owner.

A long-time community resident said, "I haven't taken a vacation in 6 years. I was afraid to leave my house empty. But the community's changing. The kids aren't acting up like they used to. I'm going to take a vacation this year."

The Michigan State University Center for Urban Affairs, at the request of the Cooperative Extension Service, heard these comments while evaluating the

the 4-H program surrounding the McClellan Community Center, located in the second highest crime area in Detroit. The evaluation team concluded that 4-H can be successfully applied to urban populations and problems.

According to the study, youths in the 4-H program showed a significant reduction in juvenile offenses, exhibited more positive social behavior, used their leisure time more productively, and looked to 4-H leaders

and other adults for leadership.

Teenage boys in the program engaged in less juvenile anti-social behavior than boys not in the program. Parents of 4-H members saw a positive change in their children's choice of friends and in their behavior. Their children spent more time at home. There was more understanding between children and parents. Among the 4-H members, 56 percent reported that 4-H activities helped them in school.

Ralph Abbott, research project director, says people working with youth in high crime areas are engaged in a battle for young minds.

The heart of the Detroit urban 4-H program is the 4-H community center. Opened in 1973, the center provides gym facilities, meeting rooms, and office and recreational areas for East Detroit youth.

William Mills, Wayne County Extension 4-H-youth agent, was instrumental in organizing and setting up the center. "For many years 4-H programs existed only in the outlying suburban areas of Wayne County. We saw the need for clubs in the inner city. 4-H is also relevant to urban youth," says Mills, recipient of a Superior Service Award from USDA in 1977 for his work with the center.

He attributes the program's suc-



cess to the volunteer leaders who regularly work with the youth. "The key to the program is the cooperation and leadership from both teen and adult volunteers who give of themselves to make their community a better place to live," he says.

As the center has grown, an outreach program has brought in new clubs. More than 25 clubs operate in Detroit's East Side with the support of schools, churches, the Salvation Army, and interested neighborhood parents.

According to project consultant George Logan, "4-H is a people program. When people themselves bring about change, instead of being told what they

must do by a social change agency, the results are more rewarding and long standing."

Norman A. Brown, 4-H-youth program director for Michigan, says urban 4-H programs have been operating in several cities, including Lansing, Flint, Jackson, and Benton Harbor for the past 10 years. However, the McClellan Center was the first concentrated effort in inner-city Detroit.

Copies of the evaluation of the Detroit 4-H program are available from the State 4-H Youth Office, 175 South Anthony, Michigan State University, East Lansing, MI 48824. □

Net making was one of several skills taught at the 4-H marine camp.



by
Thomas M. Leahy
Extension Communications Specialist
Marine Advisory Program
University of Florida

Sea Grant lures 4-H “mariners” to saltwater

In Florida, with a 1,500 mile shoreline along both the South Atlantic and Gulf of Mexico, education in both utilization and conservation of the state's valuable marine and coastal resources is of prime importance.

Recognizing this need, the 4-H department at the University of Florida has developed a marine education program for youth throughout the state under the leadership of Thomas Greenawalt, Extension 4-H-youth specialist.

Eleven 4-H special interest units for use in school and community 4-H clubs have been completed and distributed. A state 4-H department lending library containing more than 200 selected marine reference books for use by youth and adults has been developed. A 4-H marine program resource file, containing more than 100 selected marine information pieces, is now in each county Extension office. Florida's first 4-H marine camp was held this summer. Also, at the request of the national office of the Sea Grant program, a national 4-H marine education program survey was designed and conducted to obtain and analyze selected 4-H marine education data.

“And all of this has happened in just the last year and half,” Greenawalt points out.

A 2-day workshop held in March 1975 at Big Pine Key, Florida, for professional youth marine educators marked the beginning of the program. “That was a fact-finding mission coordinated by our office to smoke out what had been done, what

was being done, and what potential opportunities there were for 4-H,” Greenawalt said.

For assistance in getting the marine program underway, Greenawalt turned to the state university system of the Florida Sea Grant Program, sponsor of the workshop at Big Pine Key. An education project proposal was approved for the 1976 calendar year, providing for a national grant of \$10,000 to be matched by state funds of nearly \$8,000.

“As a result of the program we are anticipating a significant increase in this area of 4-H enrollment,” Greenawalt said. The tremendous success of the marine camp at 4-H Camp Timpoochee on the shore of Choctowatchee Bay is evidence of this. Seventy-five senior 4-H girls and boys representing 16 counties attended the 4-day saltwater-oriented camp.

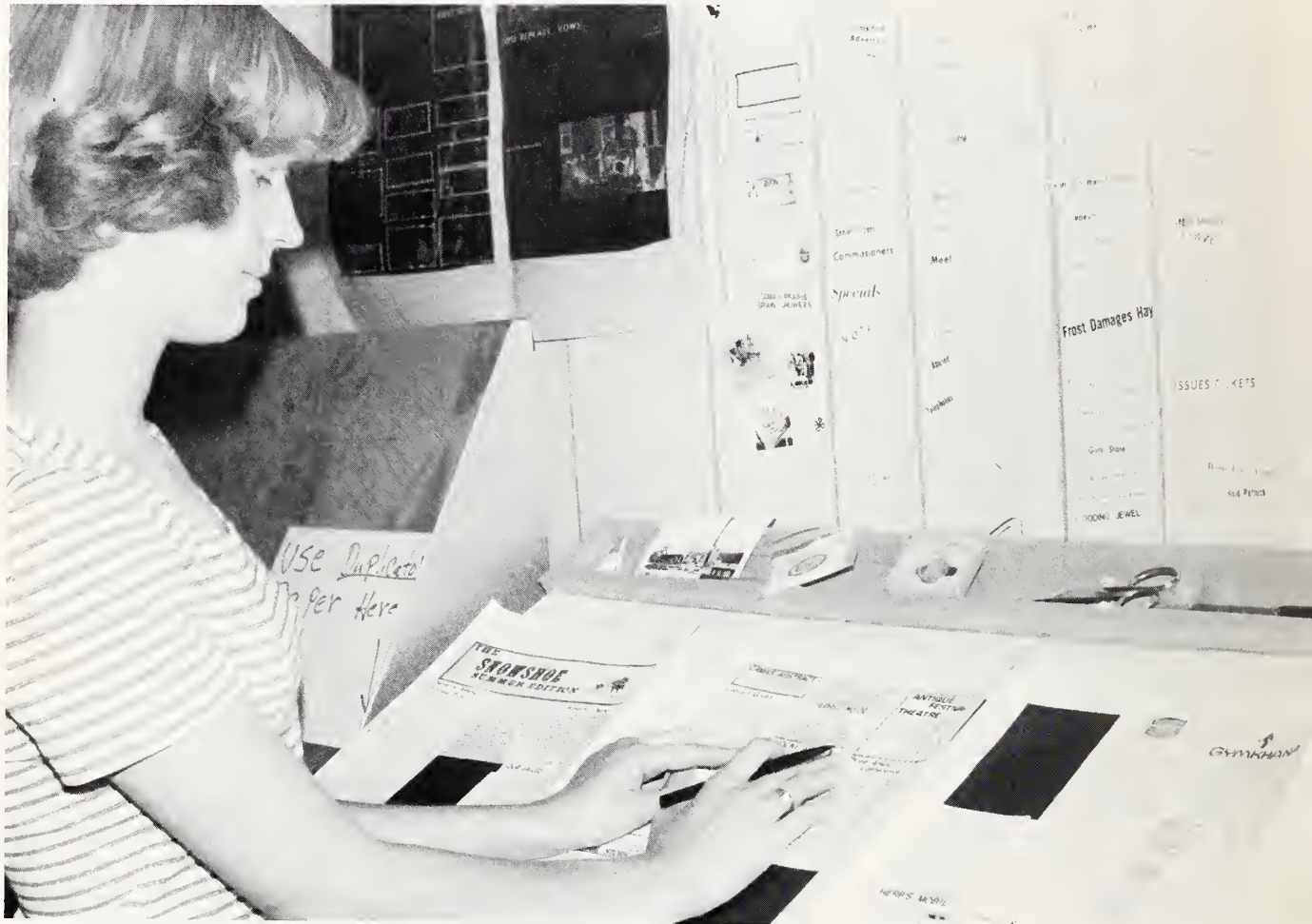
They learned about: marine biology, snorkeling, marine crafts, sport fishing, net tying and casting, marine photography, specimen collection, and evaluation and preparation of seafood.

Both Greenawalt and Jeff Fisher, Extension marine agent for the coastal counties in the Panhandle where the camp was held, believe the venture was successful because local resource people introduced the campers to basic marine knowledge and skills.

When the campers returned home, they had a better appreciation for the problems Florida faces in preserving its natural marine resources. □

"The Snowshoe" renews community pride

by
Jim Lutzke
Assistant Extension Editor
Dept. of Agricultural Information
University of Idaho



Kate McCarter does layout and pasteup for "The Snowshoe", Camas County newspaper.

When 4-H'ers in the small town of Fairfield, Idaho, at the northern edge of the Camas Prairie, picked a community project, they didn't waste time on small talk or small thoughts. From the start, their attitude was—**THINK BIG, then DO IT!**

The Camas 4-H Journalism Club decided it would meet one of the county's real needs — it would found a community newspaper. A newspaper, like most other economic enterprises, thrives on financial solvency. That translates into people support, and there just aren't many people in Camas County. Fairfield, the county seat and largest town, had a population of 336 in the 1970 census.

The county had been without a newspaper of its own since the *Camas County Courier* closed down and sold its press several years ago. Since then, newspapers from nearby counties have attempted to cover Camas happenings and sell advertising on the prairie, but for local residents it just hasn't been the same as having their own newspaper.

A local 4-H volunteer leader, Mercedes McCarter, came up with the idea of starting a newspaper as a club project. At first, it was supposed to be a small mimeographed sheet announcing 4-H events — "just something to keep the town kids busy."

As she discussed the plan with other 4-H, civic and business leaders, one question was asked repeatedly: "Why not establish a regular weekly newspaper that would cover local events and carry advertising by local community businesses?" Would the kids support the project?

"At first they were a little afraid," says 17-year old Kate McCarter.

"They thought it sounded like a lot of work for summer, but after the first meeting the idea caught on and the kids started coming. Most of the older kids had jobs, so we relied a lot on some of the younger ones."

Mercedes McCarter and members of the local 4-H Leader Council took their proposal to Camas County Extension Agent Jeffrey Davidson. He liked the idea and asked the advice of Fairfield High School Journalism Instructor Frances Wallace, Area Extension Community Resource Development Specialist Arthur Rathburn, and Thomas Miller of the Wood River Resource Center. With this technical expertise assured, the planning committee turned its attention to the biggest remaining problem—money.

This factor didn't inhibit the project for long. Funds were soon on the way in the form of a \$585 Community Pride grant from the University of Idaho's 4-H Community Resource Development Program. That was all the founders needed to get started.

With starter funds in the bag, the pace of the project quickened. Local 4-H leader Vera Wilson was appointed to supervise production and handle the bookkeeping. Kate McCarter was named editor, with fellow Fairfield High student, Terri Kirtland, as associate editor. Photographic leadership fell to 16-year-old Albert Bricker and assistant club leader Penny Reedy, who also shared typing duties with Kirtland. Joan McCarter handled the art work. A host of other 4-H'ers served as reporters and photographers, covering stories relating to group and organiza-

tional news, 4-H, senior citizens, Forest Service, official town and county news, and features.

The Fairfield High School offered its facilities for typing and layout, and a local architect, William Bowler, offered the staff instruction in photography and the use of his personal darkroom. The high school built a new darkroom which went into use when the school journalism class took over the newspaper for the academic year.

Staff members decided to name their newspaper *The Snowshoe*. It sells for 15 cents a copy, and 300 copies are printed weekly at a commercial shop in Gooding, a small town 35 miles away. Subscriptions are increasing every week, and some proud subscribers have sent the paper to friends in distant parts of the country.

Sample copies of *The Snowshoe* will be entered in the archives of the Western Research Center, University of Wyoming—a center for preserving the literature of the Western states. Fairfield's 4-H'ers have won an Idaho Community Pride Award for their efforts, and Editor McCarter represented the club at a regional Community Pride conference in San Francisco.

Says Reedy, assistant club leader, "Our objective has been to report the facts to the public as accurately as possible, while enabling a group of kids to develop skills they can use throughout their lives.

"The project has been a success in both respects. The community has a news medium it can count on, and our staff members, who range in age from 12 to 17, have each acquired tremendous amounts of self confidence and a new awareness of the world around them." □

Working side-by-side — Polish youth and American hosts

by
Karen Klein
Media Specialist
National 4-H Council

"Extension is such a natural place to start with an exchange like the Polish Agricultural Training Program (ATP)," said Henry Moon, cultural exchange specialist, 4-H youth, at Pennsylvania State University.

"I've had several host farmers for the Polish ATP tell me that their kids were raised in 4-H and they felt really good about working with us on the exchange," he added.

Host farmers, Extension agents, and trainees in Illinois, Indiana, Iowa, Kansas, Ohio, Oregon, Pennsylvania, Massachusetts, Missouri, Michigan, California, New York, and Mississippi ended their first 13-month program with Poland in April. Two more groups totaling 124 young Polish agricultural trainees are still in the United States, and the next group of about 100 will arrive in the spring of 1978.

"Our 13 months slipped by so quickly," said Elzbieta Rutkowska, trainee at the Glen Coley farm in Sandro, North Carolina. "The first 3 months were the slowest—getting used to American English, getting to know our hosts, getting involved and forgetting about Poland for awhile—then suddenly, it was over." Elzbieta represents the small handful of women who have been graduated from the ATP.

The Polish exchange involves U.S. participants who spend 6-9 months in Poland on the Agricultural Work Exchange (AWE) or the International 4-H Youth Exchange (IFYE), Polish exchangees to the U.S. take part in the ATP program, under

which close to 2,000 young farmers from Korea, the Republic of China, Japan, and the Philippines have been trained in farming skills while living with American farm families.

Poland was the first to send women. The 18 women trainees got excellent ratings from their hosts.

Polish trainees had to compete with several hundred applicants in regional and national written exams. A basic knowledge of English was an asset. All had been

involved in some aspect of agriculture before coming to the States, and an effort was made to match the trainees' interests with the host farmer's specialty. Host farmers were recruited by Extension agents and ATP field managers.

The Boyd Tombaugh family in Reading Township, Illinois, hosted Tadeusz Statkiewicz for two reasons, "peace and information," according to Tombaugh. "We learn and we hope that they learn. It's interesting and I



Research Aide Alan Weisgold explains early development of calf embryo to Polish ATP trainees at the Dairy Breeding Research Center of Pennsylvania State University.

think that it promotes understanding." Others, like the Leon Koperczak family in Savonna, New York, were of Polish descent and were anxious to keep in touch with their heritage.

The trainees worked side-by-side with their hosts, sometimes learning, sometimes teaching.

Extension personnel assisted — visiting farms, keeping the media aware of the ATP, including trainees in Extension functions, working with in-service seminars.

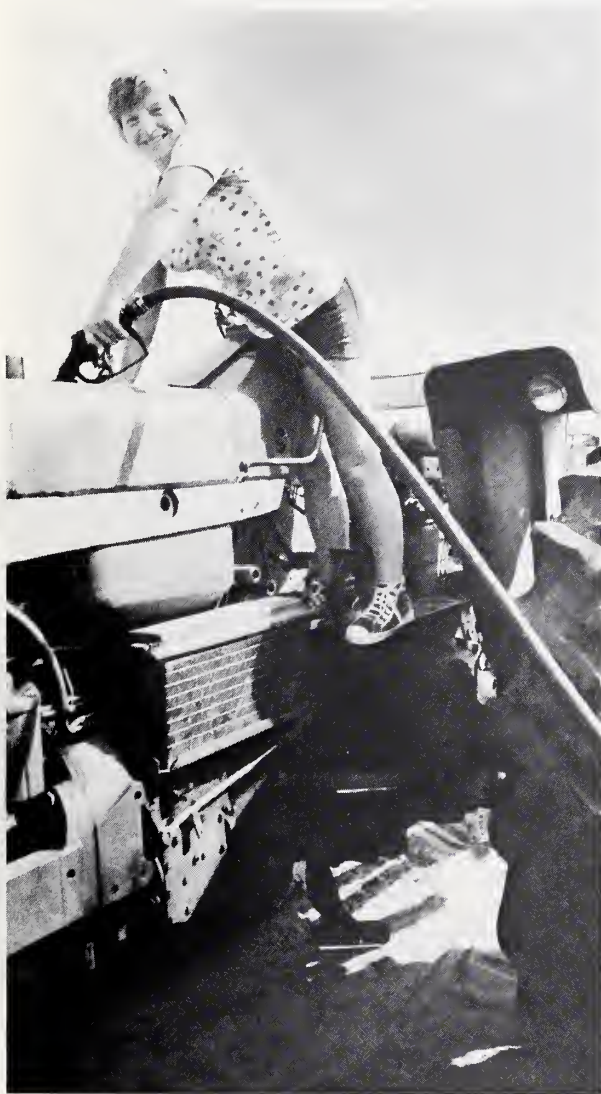
These seminars supplement the on-the-farm training. At least two regional seminars of 3 to 5 days are planned for all the trainees.

Specialized sessions are planned for some, such as the 2-day tour of progressive orchards organized by New York area fruit specialists Dick Norton and Dick Pease for four trainees last fall.

Although the ATP is supported by contributions from host farmers, it was assisted by a grant

from an implement manufacturer, which gave trainees a tour of an assembly plant.

Speaking for the trainees, Andrej Nyrka-Nyrkowski, summed up the group experience, "We are all going home with several ideas we have gathered here. Some fit our situations, and others we will adapt to our needs. We thank all of you for making this possible and hope to see all of you some day in Poland." □



Polish ATP exchange Yadvega Sztukowska fueling the tractor on her host farm—a dairy farm in Adams, Wisconsin.



Slawomir M. Balaga with host family member, Ann Albrecht. Balaga was a trainee on the Albrecht farm in Ohio, Illinois.

Action exhibits give 4-H a share of the fair

by
Chris Scherer
Extension Communications Specialist
University of Illinois



Using the theme "**4-H...a Place to Grow,**" Illinois 4-H members took on the giant task of converting the stark balcony of the commercial exhibit building at the Illinois State Fair into a 4-H land of excitement and activity.

More than 100 4-H'ers shared their skills and knowledge with approximately 15,000 fair visitors. Many demonstrators gave a short presentation, then answered questions from the audience. Others encouraged their audience to become involved in activities such as: judging vege-



The balcony took on new life when young people hung 20-foot green and white banners.

tables, using metrics, or tasting a finished food product.

A challenge

The project began when the manager of the state fair asked the Illinois 4-H staff if they would be interested in creating an exhibit for an area which for many years had few fair visitors. The space included more than 7,500 square feet on a balcony overlooking a commercial exhibit area.

The 4-H staff presented a Uni-



This 4-H member makes forming dried flower arrangements look easy.



With the growing popularity of horses, many fairgoers wanted to learn how to care for tack from this 4-H'er.

versity of Illinois design class with the challenge — each student was asked to create a design for the area. The design chosen was a series of modular structures consisting of barriers, benches, and tables, all built of particle board and cardboard tubing and held together with threaded rods and T-nuts.

To gain attention and attract fairgoers to the balcony, the design called for the silk screening of green clovers on 20 white banners which hung from the rafters to the balcony railing.

Four agriculture communications students enrolled in an independent study class, and the state 4-H staff and a group of college students hired to assemble the exhibit, designed the area. It included 25 display demonstration sections and 10 county booths. The exhibits portrayed the wide range of 4-H programs including nutrition, international studies, conservation, horticulture, communications, safety, animals, and crafts.

Twelve college assistants, 120 enthusiastic demonstrators, and a lively group of action-booth participants diligently spent 12 hours a day for 11 days sharing their knowledge and 4-H skills

with fairgoers.

Enthusiasm

Audience involvement was high. Visitors sampled recipes, graded vegetables, practiced cardio-pulmonary resuscitation (CPR) techniques, and quizzed themselves on nutrition information.

Small children enjoyed making the cow "moo," by correctly answering questions about milk, learning about bicycle safety from the talking bicycle, and petting the small animals on display. Parents and older brothers and sisters learned crafts, care of house plants, dog grooming and training, preparing nutritive snacks, and horse tack care.

Visitors also saw exhibits on how tar and nicotine damage the lungs, the history of 4-H in Illinois, the stages of development in a chick embryo, the winning photographs in the national 4-H photo exhibition, and fire safety practices.

Some of the 4-H'ers demonstrated making dried flower arrangements, macramé jewelry, growing asparagus, pruning Christmas trees, corn husk dolls, holiday breads, refinishing

furniture, and growing African violets.

Several times during each day the 4-H'ers, using a stage on the main floor of the exhibition building, demonstrated native Polish and Mexican folk dances and tumbling. Also featured were 4-H clothing shows.

From an information booth, members answered questions and sold specially designed 4-H buttons and T-shirts using the theme 4-H. . . **A Place to Grow.** They distributed two brochures. One, using the theme 4-H. . .

A Place to Grow, explained the benefits of belonging to 4-H and contained a coupon which could be filled out and sent to any of the county Extension offices listed on the back of the handout.

The second brochure, **There's a Spot For You In 4-H,** was used to recruit adults interested in helping young people.

Reactions

Reactions from fairgoers, parents, and members were enthusiastic. "An outstanding addition to the state fair activities and exhibits," said one viewer. "It's so good to have young people with their 4-H projects and activities in the center of the fair."

Comments from the participants were equally favorable. One talented 4-H'er explained, "My throat was hoarse by the end of the day, but inside I was thrilled by the fact that almost everyone I had spoken to had learned something about growing African violets from my demonstration, even if she or he had more experience than I.



"Come See The Cow." The cow was plywood, but visitors could make it "moo" by answering questions about milk correctly.

Some people had never even touched a house plant, but stopped and listened just because I seemed to know what I was doing and was happy doing it."

After "smoking" 60 cigarettes by machine, 4-H'er Joy Vydna

had this to say about her antismoking demonstration: "The informality of this presentation let me talk directly with those who watched. I had several pamphlets from the American Cancer Society, which

I used to urge people to take and read. Comments from fairgoers at my display were so encouraging that I enjoyed giving this demonstration more than any other I'd ever done."

Evaluation

"The action exhibit areas provided these young people a new way to demonstrate what they are learning in 4-H," said M. E. Rapping, assistant director and state 4-H leader. The exhibit area also provided an opportunity for teens to become involved in real leadership roles."

"And since it was located in the mainstream of the fair's activities, I feel many people who were not previously aware of 4-H saw it in action," adds Rapping.

In evaluating the exhibits, Barbara Johnson, assistant 4-H program leader and fair superintendent, said she feels this is an excellent way of introducing 4-H to persons unfamiliar with it. The modular concept has many possibilities for counties to set up a similar exhibit area in local shopping centers and malls.

This exhibit truly transformed a formerly empty and useless area into a place where 4-H members could share with others what they have learned. Said one fairgoer, "I surely learned a lot from those kids. They knew so much about what they were doing."

Persons interested in additional information about the action exhibit program should write Barbara Johnson, 47 Mumford Hall, Urbana, IL 61801. □



An entire family gets involved in judging vegetable quality. Visitors who graded the vegetables correctly won a package of herb seed.

Maintaining a mountain heritage with muzzle loading

Inside a one-room schoolhouse that has been converted into a gunsmith shop, sounds of a fiddle and a banjo are heard. The smell of leather from a saddle resting nearby mixes with scents of old wood as musicians gather by a pot-bellied stove to play their tunes. Others listen, or talk about the main purpose for their gathering — to shoot their muzzle loading rifles.

The owner of the shop, and the farm on which it stands, asks for silence and speaks to those in the room.

"We're going to go out pretty soon and start shooting," he says, "We'll shoot two three-shot rounds."

"Load the guns on the table," he cautions. "Don't put a cap on that gun until you get it on the bench to shoot the target. That way nobody will get hurt. Everybody be careful."

The people, some dressed in buckskins and fur caps, troop outside to begin the match, aiming for a target 25 yards away.

The scene could be from a history book, except that the people are living now in Monroe County, West Virginia. And the shooters, 4-H'ers aged 9 to 19, are members of that county's 4-H junior muzzle loading special interest group, formed to give youth knowledge of and practice in a hobby that adult residents have had for a long time.

Dennis White, the speaker, is one of the group's two leaders. His interest in muzzle loading rifles goes back to when he was a teenager. He was one of the first persons Jane George, county 4-H agent, contacted when

she wanted to start the club.

"I wanted them to start out right," White said, explaining why he became a 4-H leader.

"Muzzle loading is complicated."

His daughter is in the group, along with about 10 others from the county. They meet periodically to learn about the guns, and to practice their marksmanship.

"Our club meetings were aimed at teaching young people about weapons," George said. "White designed a couple of shoots from them—they actually took the rifles in their hands, learned how to shoot them and how to use them."

At one meeting, guest speaker Gerald "Windy" McClung of Nicholas County, whom George describes as "a very mountain man—sincere, honest and unselfconscious," talked about the right to bear arms, and showed how to make bullets.

The idea for the 4-H muzzle loaders group came to George during the Bicentennial. Monroe County is an area in southeastern West Virginia that still adheres to the past.

Many county families work the same farms as their great-great grandparents. Muzzle loading guns are part of the heritage they have kept, and some adults belong to clubs specializing in those rifles.

"I called on Dennis White and Francis Pence, both members of the Kate Carpenter Muzzle Loaders' Group of Greenbrier County," she said. "How would you feel about getting some young people together and having a junior muzzle loading group to participate in Farmer's Day, — our local festival, and other parades and festivals, I

asked them."

She also wanted the group to wear authentic costumes and learn the value of having these old weapons.

George hopes the 4-H members get a sense of their heritage from being in the group. "Like everything else, there's a paradox here," she said. "People here in Monroe County have kept their land and houses more than in any other part of the state I've been in. But then I see kids who don't know very much about their heritage, such as pioneer weapons, simply because other things have taken their time."

Muzzle loading classes were first held at the county 4-H camp by Pence, the other leader. Shortly after that, the group was formed.

Each member has his or her own muzzle loader, and two youths use rifles belonging to their ancestors. Nine-year-old Mike Christie, youngest member of the group, uses a 175-year old rifle that is bigger than he is.

Mike is lucky; not all old guns are still usable. White recalled that Mike's gun had a piece of ramrod sticking out of it, which had to be drilled out. Steel inside had rusted to the barrel, and a load below had probably been there for 175 years. "But it looked like the barrel was still pretty good after we got all that mess out of there," he said.

Some people might also not want to use their antique muzzle loaders because they feel the rifle is too valuable to risk the chance of ruining it when shooting.

Steve Dransfield, 19, the oldest

by
Margaret Mastalerz
Extension Specialist-Press
West Virginia University

member of the junior group, had one made. "Muzzle loaders are more fun than regular rifles," he said. "I hope to make one myself someday."

To keep with the heritage of the muzzle loaders, the group has also learned about the dress of the mountain men of the region during the 1800's. Pence himself wears a buckskin coat made from six hides of animals he shot, and a hat of mink tails. The coat has fringe, perhaps a decoration now, but a utility in past days. Fringe appeared on pioneer coats for perhaps two reasons: to drain off water from the coat when it rained, and to have a "string" handy that could be pulled off when needed.

The meetings have been a time not only for youth to meet and shoot, but for their parents and other interested adults to gather at the gun shop. They bring their musical instruments and play mountain music, and sit by the stove and talk.

George hopes to expand the membership in the future, with the help of three 4-H projects White is writing. The first project will be on the history of muzzle loaders; the second on making some accessories to the rifles, such as powder horns and shooting bags. For the third, the youths will actually make a rifle.

The Monroe County Junior Muzzle Loading Group is the only one of its kind in the state, and probably in the country, George said. They're helping others learn about them, too. At a recent county arts and crafts show, the group set up a booth, and showed visitors how to load and shoot the antique rifles. □



Nine-year-old Mike Christie uses a muzzle loading rifle that has been in his family for 175 years.



Mike Feldhaus and Garvin Quinn tape *Farm Marketplace* on a KET set.

“Farm Marketplace” clarifies commodity complexities

by
Leo Brauer
Publications Editor
Department of Public Information
College of Agriculture
University of Kentucky

The basics of farming have always been producing and then selling the crop — all at the whim and will of the farmer.

It's not all that simple today. Marketing of farm produce — be it livestock or grain or other farm commodities — has become a complex "maneuver" in itself. The farmer — the producer — now must know something about marketing to combat the complexities of turning a profit.

To inform the farmer on how to employ marketing know-how to create a louder jingle in his pocket, a series of TV classes was prepared by the University of Kentucky (UK) College of Agriculture and aired on Kentucky educational television (KET).

The results are still out, but the KET show itself proved to be a hit. It wasn't an entertainment series, rather it was an educational feature, designed to teach the farmer how to market produce to gain the greatest profits.

The mapping of the series of 13 weekly half-hour programs began with the appointment of a farm advisory committee, which included members from the College of Agriculture, the Kentucky Farm Bureau Federation, KET, and related agricultural agencies. The Department of Agricultural Economics of the College of Agriculture provided the subject matter and Extension specialists to prepare the series—called simply **Farm Marketplace**.

Farmers, agribusiness people, and others involved or interested in agriculture, were enrolled in the "class" by county Extension agents throughout Kentucky. Each enrollee received periodic packets of study material used in conjunction with the series. The programs were broadcast during prime TV

time each Monday night, beginning in February 1977.

Enrollment — more than 5,000 — went far beyond expectations, according to Garvin Quinn, Extension information specialist in radio and TV, who was anchor or host of the show. Mike Feldhaus, the radio-TV director of the Kentucky Farm Bureau Federation, was co-host.

The packets included worksheets explaining words and phrases new to the "students" as they were led into an involved and complicated reality of marketing. Facets of commodity trading were explained in terms easily understood by the class.

In the past, grain producers and cattlemen had traditionally given little attention to the marketing process—taking the commodities they produced to market when they were ready to sell.

As farm units became more complex and more specialized, the proper marketing became more important for the producer to realize maximum returns.

Marvin Davidson, Todd County Extension agent for agriculture, noted that grain producers in Todd County had paid more attention to the cash and commodity markets in the past 2 years. They were witnessing more price fluctuations in 1 day than they had seen in a whole season in the past. But only a very few of the producers had a good understanding of the commodity market and how it operates.

Extension specialists had found much the same situations in all sections of the state, and when the TV series on **Farm Marketplace** was announced, they saw the possibilities of real worth to the farmer and agribusiness people.

After talking with a number of grain and livestock producers

and vocational agriculture instructors in the area, Davidson directed the forming of a committee to determine methods of promotion and to make the best use of the programs.

Since most TV sets in Todd County were not equipped with a UHF antenna, arrangements were made to set up a TV set in a central location to allow a group to view each program. Discussions—half-hour to 2 hours long—were held following each session. Resource persons were invited to join and participate. They included farmers who had a knowledge of the cash and future contracts, a commodity market broker, and Steve Callahan, UK Extension marketing specialist who participated on the TV programs as a marketing expert.

Currently, efforts are being made to poll the persons who enrolled in the course in order to determine the number that participated in the entire series and to obtain their reactions.

The **Farm Marketplace** series was an experiment—the Extension Service seeking to determine if farmers will watch educational television programs, and if subjects can be presented in "classroom" situations to agribusiness people.

The **Farm Marketplace** series had as a specific objective to stimulate interest in the profit picture that can be evolved through the futures market. It was not meant to provide all the information about marketing or futures.

Initial reports reflect the success of the **Farm Marketplace** series, but are based only on early returns. What the final pollings reveal will probably determine the development of additional instructional series on a variety of topics. □

by
James D. Murray
Area Extension Agent
Sea Grant Advisory Service
University of Minnesota

Is it time to get your feet wet?

To agriculturally minded Extension agents, lakes might be considered little more than a waste of potential farmland. Others, however, may think of lakes as the hub of recreation activity in their counties. Lakes provide fishing, swimming, sightseeing, and boating. In counties with lakes, boating is an important stimulus for the local economy.

Boating has increased dramatically in recent years. In 1980, it is forecast that 93 million Americans will go boating, at least eight times per year. The reasons for the increase in boating include such factors as increased leisure time, a rising population, increases in boating services such as marinas and boat launches, and quicker, more comfortable transportation.

Because they have more ample water resources, some states, such as Florida, Minnesota, Michigan and Texas, have taken the lead in the boating industry. All states, however, have some boating population. Even Wyoming, at the bottom of the list, still has more than 10,000 outboard motors within its borders. Many other states, such as Arizona and Oklahoma, have seen a significant growth in their water resources through damming of rivers to create reservoirs.

The marine trades industry comprises an exciting new program area for Extension. The boat dealer, marine equipment dealer, marina owner and boat mechanic can all benefit from Extension educational opportunities. Nationally, water recreation is a 5 billion dollar industry, and need for more education in this field is long overdue.

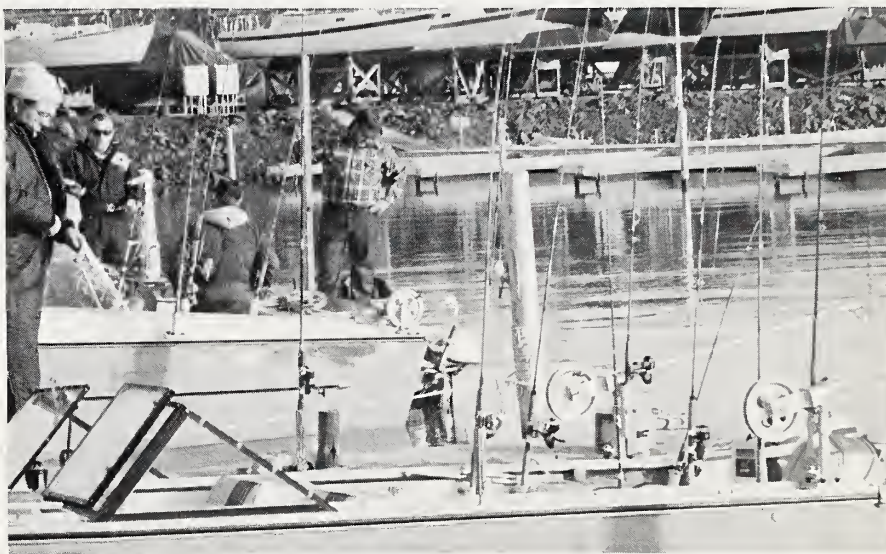
Extension's role

What can you, as an Extension agent, do to assist the marine

As more and more Americans take to the water, the need for Extension-related services to the marine trades industry has increased dramatically.

trades industry in your state? First of all, you can make use of your Community Resource Development (CRD) program. CRD specialists can provide just the kind of program diversity — from land use to food service management — that can serve this industry. Within your state, search out specialists, area agents, or others involved in recreation and tourism. Almost

Next, check your state natural resource agency to find out what information they have on the marine industry. The U.S. Coast Guard, and the U.S. Army Corps of Engineers are sources. In most coastal states, you can check with your Sea Grant Advisory Service, many of which are already administratively linked to the Extension Service.



every state has at least one person working in this area, who has a handle on the marine industry situation. If no such person is available, look for someone in a similar recreational industry. Advertising, marketing, and financial management will not substantially differ from industry to industry. Also, seek advice from your Extension business management experts.

Most important — involve your clientele. Identify the leaders of the marine industry in your state. Often there are statewide or local trade associations. Contact their leaders over a cup of coffee, and explain what Extension can do for them. Be prepared — bring some examples of marine-related programs from other states.

A few examples

Determining program needs can be handled in several ways. In New York, agents attended regional trade meetings. In Minnesota, a steering committee was formed with representatives of trade associations, and the Agricultural Extension and Sea Grant Advisory Service staffs. After explaining our concept, that committee handled the program planning.

In Michigan, according to Eugene Dice, recreation resource development specialist, a post-doctorate student traveled around the state and personally interviewed many marina owners. The combination of these personal

contacts and the input gained from public agencies which deal with boating, helped Michigan Extension agents to identify program needs.

Marine topics

A number of Extension educational needs cross state lines. There are a myriad of federal and state regulations which affect the marine industry. Often these regulations are not understood and confuse those involved. Marine trades personnel have welcomed the chance to have representatives of these agencies explain their regulations, and this is a natural topic for any marine trades conference. Other potential

topics include boating safety, business management (finance, marketing, advertising), trends in the industry, and design and engineering considerations.

In states that have already initiated programs for the marine trades industry, the success of such Extension programs has been overwhelming. In most cases, participants have requested that conferences be held annually, with regional meetings in between. Many statewide associations have been formed as a direct result of these programs.

Why not get your feet wet, and start thinking about marine trades program planning? □



Potato processing prospers with Extension help

by
Gerald McGee
Agricultural Press
University of Wisconsin-Extension

About 30-40 percent of harvested potatoes don't quite measure up to the standards of consumers in the fresh market. They're sound potatoes, but some are too small, some too large, and some oddly shaped — from the shopper's viewpoint.

Wisconsin growers felt they were getting lower prices than necessary for these lesser-grade potatoes.

A group of Wisconsin potato producers made a trip to Idaho to see how growers there were selling their lesser-grade potatoes as "process grade", directly to processing plants located in the potato growing areas. Many growers worked under contract with those companies. The Wisconsin group also visited Idaho processors. They told the processors about their marketing and image difficulties and invited them to take a look at the Wisconsin Central Sands area.

The growers in that area are a well-organized group. University of Wisconsin (UW) Extension specialists work closely with them, and together they've found solutions for many potato industry problems over the years.

When several of the companies the Wisconsin growers had visited sent representatives to Wisconsin, UW-Extension potato specialists talked to them about the potato processing potential there.

How feasible would a processing operation be in Wisconsin? Were enough potatoes grown there? How good were they? Where would such a plant be best located? Who would supply it? What was the local economy like? Where would the plant's workers come from?

One processor studying plant sites in several Midwestern potato growing areas wanted more information on the Wisconsin potato itself and on whether there would be a steady supply of potatoes in the Central Sands area.

Local growers had questions of their own: What were a processor's potato requirements, and what changes in operations would growing on contract for a year-round processor mean?

Both processors and growers looked to UW-Extension potato specialists for help in answering these questions.

Once nearly written off as hopelessly beyond improvement, the Central Sands is an area about 60

miles long by 50 miles wide. At the end of the last Ice Age, the retreating glacier melted, forming an immense lake in the center of the state; then the lake vanished.

An Extension agent in one of the Central Sands counties remembers how it was in the 1930's: "No fertilizers, no ways to fight the insects and diseases. The farms were small, 60-70 acres, and nearly every farmer grew a couple of acres of potatoes. In a good year you might get 100-150 bushels. It was dry land agriculture."

At the UW Hancock Experimental Farm in the Central Sands area, researchers experimented with new crops for the sandy soil, with fertilizers, ways of keeping the soil in place, and controlling insects and diseases. They advised planting windbreaks and tilling the soil to conserve it.

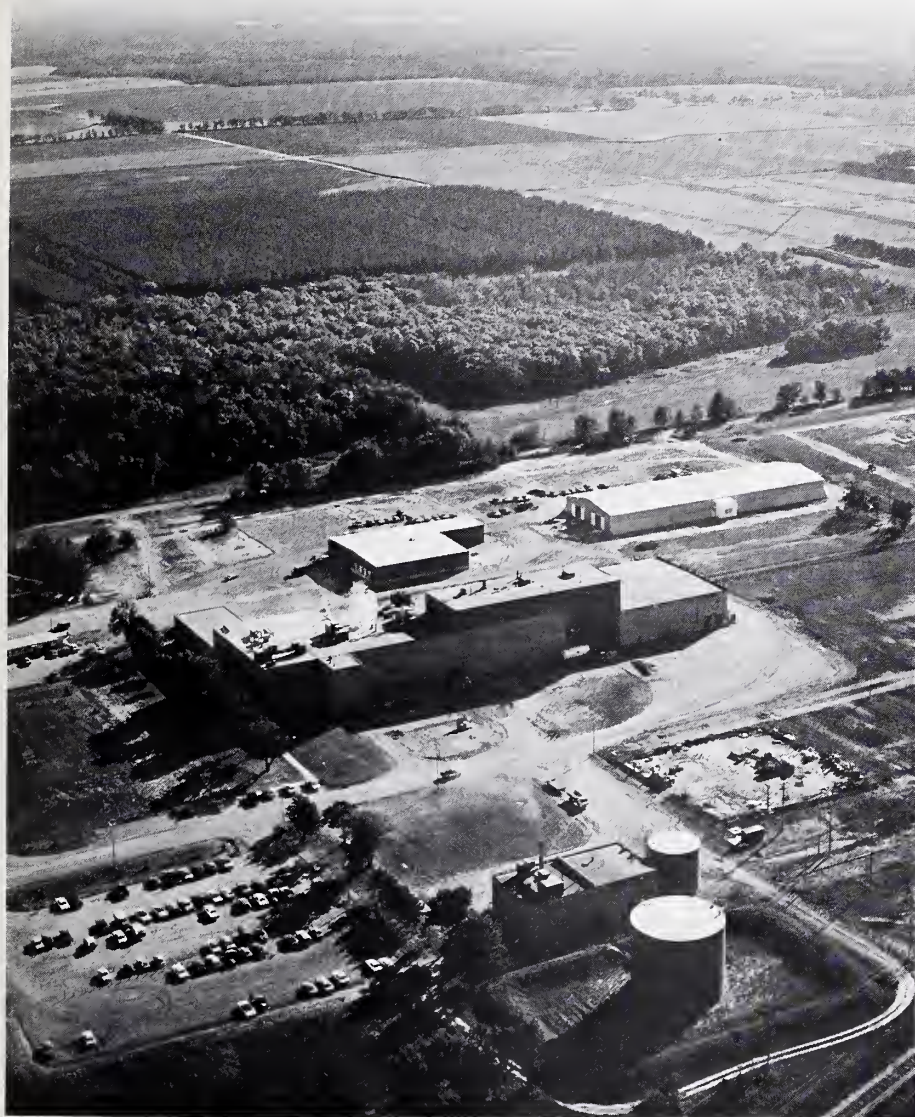
Geologists discovered that the Ice Age lake hadn't gone away; it had gone underground. Today, irrigation with underground water is an established practice in the Central Sands area.

Helping growers adopt new techniques was the task of Extension specialists in horticulture, soils, entomology, plant pathology, and agricultural engineering. With county Extension staffs, the specialists organized workshops, seminars, educational conferences, experiment station tours, and field days.

Extension staff helped the growers increase potato yields while diversifying into other vegetables like beans, cabbage, peas, beets, and other canning crops. While decreasing their potato acreage by just over 15 percent between 1965 and 1975, growers increased total potato production nearly 14 percent. Last year more than 15 million hundredweight (CWT) was harvested in the state.

The same cooperative relationships that worked to change production in the Central Sands were directed to marketing and image problems.

A potato processing company asked UW-Extension horticulturists John Schoenemann and David Curwen, and Gavin Weis, potato researcher, to perform yield, quality, and fertility testing at company expense on the Russet Burbank potato widely grown in Wisconsin. Planting and harvesting dates and other cultural factors were also tested. The experiments took several years, and results gave the



A new potato processing plant near Plover brought prosperity to the heart of Wisconsin potato country.

company a better idea of the Wisconsin potential.

During the test period, the company bought and shipped to Idaho for processing tests a half-million pounds of Wisconsin grown Russet Burbanks.

In September 1974, a \$5.5 million potato processing plant, with a \$4.5 million addition was completed at Plover, a few miles south of Stevens Point, in the heart of the Wisconsin potato country.

With the potatoes it buys, many on contract, the company makes dehydrated potato granules and engineered frozen french fries from granules for restaurants and institutional food services.

In the period between the decision to go ahead

with building, and the plant's completion, Schoenemann and the other Extension specialists worked with the growers on the implications of contract growing and on ways growers could help the plant operate 10 months a year.

The company pays growers about \$3 million a year for contract potatoes and has a workforce of from 175 to 250 employees, with a payroll of over \$2 million.

Now the marketing and image problems are solved. A second major processor recently has taken an option on land in the area, with the possibility of building a \$15 million plant within the next 2 years. □



people and programs in review

Short on Space to Grow a Garden?

Do what a group of senior citizens in Lawrence, Illinois, did — grow them on your roof. Supervised by Theodore Jones and Lawrence Burkett, urban gardening program assistants from the University of Illinois Cooperative Extension Service, seniors planted tomatoes, lettuce, and cabbage on the rooftop garden at the Lawrence House, a retirement hotel in uptown. Jones and Burkett also worked with people in other low-income neighborhoods, establishing gardens on vacant lots, private yards, or in containers.

Do You Read Bus Signs?

Apparently people in Tucson, Arizona, do. When Kathy Alison, information specialist, wanted to publicize Arizona's recent Town and Country Life Conference, she worked with a local bus company to place two signs (costing only \$25 to produce) on the outside of Tucson buses. Traveling two of the busiest streets in Tucson from March through June, the bus signs resulted in many telephone calls to county offices about the conference. Check with your local bus company about their public service space policy. It's a different and inexpensive way to publicize Extension programs.

Pennsylvania Agent Aids County Potato Chip Industry

York County, Pennsylvania, is the site of five potato chip plants — three of the five largest firms in the state. When the supply of locally produced chipping potatoes began to decrease, John Smith, York County Extension agent, called a meeting of the county's potato growers to solve the problem. Through his educational work, local growers began growing chipping potatoes — 80 percent of the county's production. York County now leads the state in potato production.

Also, one company built a new processing plant — an added plus of 200 to 300 new jobs for the area. The Extension Service also runs a blight forecasting service for growers and producers.

Washington Communications Specialist Honored

Lorraine Kingdon was recently selected as one of the **Women in Communications** for 1977. Kingdon, an Extension information specialist at Washington State University, writes a weekly Q and A column for 70 newspapers, and helps produce and cohost a weekly TV series for 17 Washington stations. She recently competed a 2-year term as Western regional director of the American Association of Agricultural College Editors (AAACE).

Information Agents Scheduled For Cities

Two more states are adding Extension information area agents to their staffs. Nebraska will have a full-time communications specialist work with the other agents serving Omaha in producing materials for the city's mass media. Florida is adding a communications agent to the Tampa area.

It is interesting to note that Rupert Cutler, assistant secretary of agriculture, told the recent annual meeting of the American Association of Agricultural College Editors, (AAACE), "We must reach new audiences with more effective information. Perhaps Extension Service should move some communicators to the large cities to better serve the mass media and consumers alike."

County Agents Plan Fall Meetings

The New England States beckon the National Association of County Agricultural Agents (NACAA) and the National Association of Extension Home Economists (NAEHE), as both of these agents' associations head for 2 of the original 13 colonies for their annual meetings this fall. The NAEHE will convene in Boston, Massachusetts, September 19-23, while the NACAA heads for Hartford, Connecticut, October 2-6.

The National Association of Extension 4-H Agents (NAE4-HA) has targeted their annual conference for Columbus, Ohio, Oct. 30-Nov. 3, to discuss "Stepping into Century III." A later issue of the *Review* will report on the outcome of these three important meetings.